

1 1. A method for tracking video transmissions
2 comprising:
3 setting a first marker in the video transmission;
4 tracking the transmission after said first marker; and
5 reporting the transmission.
6

1 Sub a17 2. The method of claim 1 including receiving web
2 content transmissions and accompanying television broadcasts
3 from a content provider.

1 3. The method of claim 2 including receiving a web
2 content broadcast with the first marker inserted within the
3 broadcast, combining the web content broadcast with a
4 television broadcast and transmitting the combined
5 broadcast.

1 Sub a27 4. The method of claim 2 including receiving
2 broadcast content from a content provider, combining the
3 broadcast content with television programming at a broadcast
4 encoder and inserting the first marker at the broadcast
5 encoder.

1 5. The method of claim 1 including invoking a method
2 which provides a handle to said first marker.

1 6. The method of claim 5 including invoking a method
2 which obtains current transmission details using said
3 handle.

1 7. The method of claim 6 including providing a second
2 marker and associating said second marker with a second
3 handle.

1 8. The method of claim 7 including calling a method
2 which provides transmission details and terminates the
3 handle.

1 9. The method of claim 7 including allowing said
2 first and second markers to be accessed separately using
3 separate handles so that transmission details associated
4 with different portions of a transmission can be obtained.

1 *Sub a37* 10. The method of claim 1 including providing a log-in
2 server, reporting a transmission to said log-in server and
3 allowing a third party to access said log-in server to
4 receive transmission reporting.

1 11. The method of claim 1 including providing an on-
2 going count of bits transmitted and time elapsed from the
3 point in time when the first marker is transmitted.

1 12. A transmission system comprising:
 2 an encoder that combines different transmissions;
 3 a device that sets a first marker in the transmission;
 4 and
 5 a counter that tracks the transmission from the point
 6 where the first marker was inserted.

1 13. The system of claim 12 including a content
 2 provider and a broadcast encoder coupled to said content
 3 provider.

1 *Sub 47* 14. The system of claim 13 wherein said device is part
 2 of the said encoder.

1 15. The system of claim 13 wherein said device is part
 2 of said content provider.

1 16. An article comprising a medium for storing
 2 instructions that cause a computer to:
 3 set a first marker in a transmission;
 4 track the transmission after said first marker; and
 5 report the transmission.

1 17. The article of claim 16 including instructions
 2 that cause the computer to receive web content transmissions
 3 and accompanying television broadcasts from a content
 4 provider.

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1 18. The article of claim 17 including instructions
2 that cause the computer to receive a web content broadcast
3 with the first marker inserted within the broadcast data,
4 combine the web content broadcast with a television
5 broadcast and transmit the combined broadcast.

1 19. The article of claim 16 including instructions
2 that cause a computer to call a method which provides a
3 handle to said first marker.

1 20. The article of claim 19 including instructions
2 that cause a computer to call a method which obtains current
3 transmission details using said handle.

1 21. The article of claim 20 including instructions
2 that cause a computer to provide a second marker and
3 associate said second marker with a second handle.

1 22. The article of claim 21 including instructions
2 that cause a computer to call a method which provides
3 transmission details and terminates the handle.

1 23. The article of claim 21 including instructions
2 that cause a computer to allow said first and second markers
3 to be accessed separately using separate handles so that
4 transmission details associated with different portions of a
5 data transmission can be obtained.